

Design: It's just CRAP!

From Robin William's The Non-Designer's Design Book

- C – *Contrast*:** “If the elements (type, color, size, line thicknesses, shape, space, etc.) are not the same, then make them *very* different.”
- R – *Repetition*:** Repeating visual elements “helps develop the organization and strengthens the unity” of your newspaper.
- A – *Alignment*:** “Nothing should be placed on the page arbitrarily. Every element should have some visual connection to another element on the page.”
- P – *Proximity*:** “Items relating to each other should be grouped close together.”

for further info, see www.ratz.com